

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY JAKARTA
INFO AMEMBASSY KUALA LUMPUR
AMEMBASSY SINGAPORE

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E.O. 11652:N/A

TAGS: BEXP, XE

SUBJECT: REQUEST FOR MARKET RESEARCH CONTRACT: POLLUTION
CONTROL EQUIPMENT, INDONESIA

1. OIM WOULD APPRECIATE RECEIVING MARKET BRIEF COVERING
INDONESIAN MARKET OPPORTUNITIES TO SUPPORT A POLLUTION
CONTROL EQUIPMENT EXHIBITION BEING PLANNED AS REGIONAL
PROMOTION AT THE USRTC SINGAPORE, NOV. 1977. MARKET DATA
IS NEEDED BOTH FOR PLANNING OF EVENT AND FOR DISSEMINATION
TO U.S. INDUSTRY DURING EXHIBITION SOLICITATION.

2. REQUEST EMBASSY'S ASSISTANCE IN CONTRACTING WITH EX-
PERIENCE MARKET RESEARCH COMPANIES QUALIFIED TO PERFORM
RESEARCH IN INDONESIA TO PROVIDE A MARKET BRIEF COVERING
GENERAL OVERVIEW OF POLLUTION CONTROL EQUIPMENT MARKET,
INCLUDING MARKET PROJECTIONS THROUGH 1981.

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3. IN ADDITION TO GENERAL DISCUSSION MARKET FACTORS,

FOLLOWING SPECIFIC POINTS SHOULD BE INCLUDED IN MARKET

(A) INDICATE THE ESTIMATED DOLLAR SIZE OF THE MARKET FOR POLLUTION CONTROL EQUIPMENT IN CY 1975, 1976 AND 1981.

(B) INDICATE THE LEVEL OF IMPORTS, EXPORTS AND PRODUCTION OVER THE ABOVE PERIOD FOR MAJOR CATEGORIES OF POLLUTION CONTROL EQUIPMENT. (C) FOR THE SAME YEARS SHOW THE U.S.

SHARE OF INDONESIA'S IMPORTS, AND INDICATE MAJOR THIRD COUNTRY SUPPLIERS AND THEIR ESTIMATED MARKET SHARE. (D) DISCUSS MARKETING PRACTICES OF U.S. AND THIRD-COUNTRY SUPPLIERS THAT PARTICULARLY CONTRIBUTE TO THEIR COMPETITIVE POSITIONS IN THE MARKET. (E) DISCUSS MARKETING ADVANTAGES, IF ANY, HELD BY DOMESTIC MANUFACTURERS OF POLLUTION CONTROL EQUIPMENT OVER U.S. SUPPLIERS. (F) FORECAST THE GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1976 AND 1981. DISCUSS BRIEFLY ECONOMIC, SOCIAL, AND OTHER FACTORS EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM 1976 TO 1981. (G) IDENTIFY AND DISCUSS SPECIFIC TYPES OF U.S. POLLUTION CONTROL EQUIPMENT LISTED IN PARA 4 BELOW FOR WHICH THE MARKET APPEARS TO HOLD PARTICULAR PROMISE OVER THE NEXT FIVE YEARS (1977-1981). (H) IDENTIFY MAJOR END-USERS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF POLLUTION CONTROL EQUIPMENT. RATE END-USERS ACCORDING TO ESTIMATED PERCENTAGE SHARE OF TOTAL CONSUMPTION IN 1976 AND 1979. (ENDUSERS INCLUDE PETROLEUM, FOOD, TEXTILE AND OTHER INDUSTRIES, MINING UTILITIES, ETC.) (I) DISCUSS MARKET CONDITIONS (E.G., GOVERNMENT PLANS OR POLICIES OR MAJOR INDUSTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE IMPORTATION AND SALES OF U.S. EQUIPMENT. INCLUDE DISCUSSION OF GOVERNMENT POLLUTION CONTROL REGULATIONS AND EXTENT TO WHICH REGULATIONS ARE ENFORCED.

4. THE MAJOR CATEGORIES OF POLLUTION CONTROL EQUIPMENT FOR EMBASSY'S USE IN UNDERTAKING MARKET RESEARCH ARE PRESENTED IN LIST FORM BELOW AS SIC AND SITC SUB-CATEGORIES. (SIC) 2819800 CHEMICAL CATALYTIC PREPARATIONS 2899561 OIL-

TREATING COMPOUNDS 2899579 OTHER WATER SOFTENING COM-
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POUNDS 3564600 DUST COLLECTION AND OTHER AIR PURIFICATION EQUIPMENT FOR INDUSTRIAL GAS CLEANING SYSTEMS 3569200 FILTERS AND STRAINERS 3569951 CENTRIFUGES AND SEPARATORS; FILTERING PURIFYING AND SEPARATING MACHINES 3589222 INDUSTRIAL WATER SOFTENING MACHINERY 3589281 SEWAGE PURIFICATION EQUIPMENT 3662651 METEOROLOGICAL TELEMETERING EQUIPMENT 3822000 ENVIRONMENTAL CONTROLS 3823000 PROCESS CONTROL INSTRUMENTS (SITC) SCHEDULE B) 599.9910 CATALYSTS,

NICKEL COMPOUND 599.9920 CATALYSTS, OTHER COMPOUNDS 719.2320 DUST COLLECTION AND AIR PURIFICATION EQUIPMENT AND AIR WASHERS 719.2370 FILTERING, PURIFYING AND SEPARATING MACHINES 719.2340 CENTRIFUGES AND SEPARATORS 725.0355 ELECTRO-MECHANICAL SERVICE EQUIPMENT 719.2350 WATER PURIFYING, SOFTENING, AND FILTERING MACHINES 729.5252 AUTOMATIC TEMPERATURE CONTROLS 861.9755 ENVIRONMENTAL CONTROLS 729.5270 INSTRUMENTS FOR MEASURING, 729.5280 CHECKING, OR TESTING ELECTRICAL 729.5290 OR ELECTRONIC QUANTITIES.

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861.9720 INSTRUMENTS FOR MEASUREMENT, 8619730 DISPLAY, OR CONTROL OF TEMPERATURE, PRESSURE, OR OTHER VARIABLES OF LIQUIDS OR GASES.

5. EMBASSY REQUESTED TO NEGOTIATE A CONTRACT AT A COST NOT TO EXCEED DOLLARS U.S. NINE HUNDRED AND FIFTY. CONTRACTOR REQUIRED TO COMPLETE REPORT IN TIME FOR SUBMISSION FOR FINAL REVIEW AND TRANSMITTAL TO OIM BY MARCH 1, 1977. FOUR COPIES OF DOUBLE-SPACED TYPEWRITTEN REPORT DESIRED. UPON NOTIFICATION OF CONTRACTOR SELECTED COMMERCE

WILL SUPPLY NECESSARY FISCAL DATA. POST FURTHER REMINDED TO MONITOR CONTRACT PERFORMANCE TO KEEP RESEARCH ON TRACK. ROBINSON

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